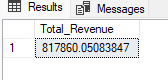
PIZZA SALES ANALYSIS QUERIES

A.KPIs:-

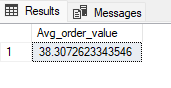
**1. Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;

****

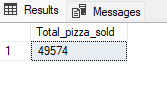
**2.Average order value:**

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales;



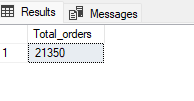
**3.Total pizza sold:**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales;



**4.Total orders:**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales;



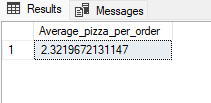
**5.Average pizzas per order:**

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))

AS Avg\_Pizzas\_per\_order

FROM pizza\_sales;

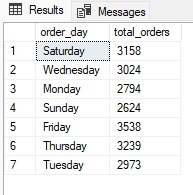


**B. Daily trend for total orders**

SELECT DATENAME (DW, order\_date) AS order\_day, COUNT (DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME (DW, order\_date);

****

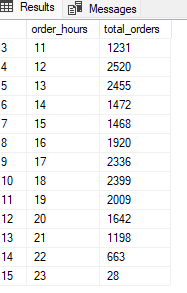
**C. Hourly Trend for Orders**

SELECT DATEPART (HOUR, order\_time) as order\_hours, COUNT (DISTINCT order\_id) as total\_orders

from pizza\_sales

group by DATEPAR (HOUR, order\_time)

order by DATEPART (HOUR, order\_time);

****

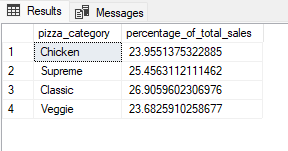
**D. % of Sales by Pizza Category**

SELECT pizza\_category, CAST (SUM (total\_price) AS DECIMAL(10,2)) as total\_revenue,

CAST (SUM (total\_price) \* 100 / (SELECT SUM (total\_price) from pizza\_sales) AS DECIMAL (10,2)) AS Percentage\_of\_total\_sales

FROM pizza\_sales

GROUP BY pizza\_category;



**E. % of Sales by Pizza Size**

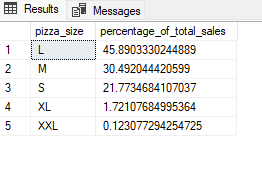
SELECT pizza\_size, CAST (SUM (total\_price) AS DECIMAL (10,2)) as total\_revenue,

CAST (SUM (total\_price) \* 100 / (SELECT SUM (total\_price) from pizza\_sales) AS DECIMAL (10,2)) AS Percentage\_of\_total\_sales

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size;



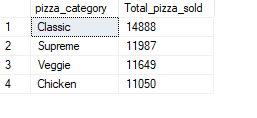
**F. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category, SUM (quantity) as Total\_pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_pizza\_Sold DESC;



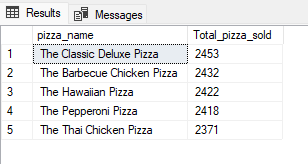
**G. Top 5 Best Sellers by Total Pizzas Sold**

SELECT Top 5 pizza\_name, SUM (quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC;



**H. Bottom 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name, SUM (quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC;

